

Overview:

This guide has been created to assist in the management of Central Ohio Technical College's and Ohio State Newark's cost-shared visual identity. The examples include visual guidelines that offer a coherent and flexible solution for the public identity of both institutions.

The office of Marketing & Public Relations is the authority to maintain and facilitate correct brand implementation. Our goal is to put forth a coherent, solidified brand message to the public. MPR is available to assist and support proper usage of cost-shared visual identity. Specific questions and needs can be addressed by contacting MPR.

This is the preferred cost-shared logo:



Logo Usage:

The cost-shared logo identifies both colleges and serves as the visual identity signifying our joint commitment to quality, leadership and innovation in higher education. The integrity of our logo is critical to our message and represents the reputation and pride of the college.

The logo is managed to appear consistently at the exact proportions and colors that it was created. Consistent and accurate use of the logo is critical to the branding success.

All print and digital materials must display the logo correctly. Distortion or manipulation of the logo in any way is unacceptable. The logo must not appear stretched vertically or horizontally or altered in any way. The resolution of the logo must be high for visual clarity.

We also ask that you refrain from using the phrase "Newark Campus" in printed materials, as much as possible. There are many cost-shared activities, events and publications in which this may not be feasible, and in those cases, please use the phrase in subsequent references only and use a lower-case "c", as in "Newark campus".

This is an acceptable use of the cost-shared logo when the preferred cost-shared logo will not work due to layout constraints:

Acceptable cost-shared logo:



For body text on cost-shared documents, please use Arial as the preferred font.

Font Usage:

For body text on cost-shared documents, please use Arial as the preferred font.

Access/Downloads:

These files can be downloaded from the portal (mynewark or mycotc) in the Marketing & Public Relations folder. Please delete digital files of all prior versions of the cost shared logos.

To access COTC Visual Identity Guidelines, visit the portal.

To access visual identity guidelines for The Ohio State University, visit: osu.edu/brand/

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